

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

City Hall Business and Economic Development Conference Room
120 E. Main Street - Gardner, Kansas

March 10, 2021

6 p.m.

CALL TO ORDER

The Economic Development Advisory Committee meeting was called to order at 6:00 pm in the City Hall at 120 E. Main Street, Gardner, Kansas. The following EDAC committee members attended, a quorum was present.

Nicole Beaton; George Rifford; Brandon Williams; Stephanie Shaver; Harrison Hall.

Ex-Officio present:

Mayor, Steve Shute

Staff present:

David Knopick; Robert Case; Melissa Krayca - Community Development staff

PUBLIC COMMENTS

There were no public comments; no representative of the Gardner press attended the meeting.

CONSENT AGENDA

1. **Approval of minutes as written for the EDAC meeting on February 24, 2021.**
Motion made by Nicole Beaton to approve the consent agenda item, seconded by Brandon Williams.
Motion passed 5-0.

PRESENTATION

1. Greg Martinette, President/CEO- Southwest Johnson County EDC
Mr. Martinette provided a presentation to the committee regarding the role of the Southwest Johnson County EDC in attracting development activity to the Gardner area. He also went over how Southwest Johnson County EDC works with the City and other economic development entities in the metropolitan area.
Discussion occurred after the presentation a variety questions were asked by committee members.

NEW BUSINESS

Discussion Items:

Review of the City of Gardner Economic Development Strategy-perceptions related to goals and initiatives.

Discussion amongst committee members and staff ensued. Various comments and questions are summarized below.

Committee Member Beaton

- Has the city been successful? Hard to tell if no measurement methodology is provided.
- What are the indicators or measurements if the citizens are happy?
- What metrics are used to gauge success?
- Where are people spending their money within the community? Interested in seeing data.

Committee Member Williams

- Are we creating a community that people do not want to leave? His opinion is that we are not.
- Believes there should be a plan in place to create more family or youth oriented attractions, trails or green space.
- Believes that the plan isn't narrowed down enough and a better one could be created.

Committee Member Shaver

- In agreement that city should focus on bringing business to City that focus on our youth.
- Believes the document reads more negative in areas. Emphasizing weakness and challenges too much.

Committee Member Rifford

- Recently had conversation with neighbors over the concerns of zoning of properties and how does this impact the plan of economic development.

Mr. Knopick stated he would share additional resources prior to next meeting to determine how various documents / plans contribute to / coordinate with economic development activity actions. The committee should review the resources, consider if the strategy needs to be revised to include metrics to help determine / measure success, keeping in mind that success is dependent on how the market is performing not just the actions the City is taking. It is important to be careful about overemphasizing metrics so that we aren't inadvertently creating a sense of failure. Mr. Knopick suggested we may consider bringing in our finance director Matt Wolf to future meeting to discuss potential metrics that can be tracked, and gain insight on sales tax.

Other Business:

Committee agreed to have workshop discussion at the April meeting and no presentation.

Adjournment

Motion to adjourn made by Gifford and seconded by Shaver.

Motion passed 4-0.

Motion adjourned at 7:57

The next meeting will be April 14, 2021 at 6 pm in the Justice Center Community Room at 16540 Moonlight Rd.